AUGUST 1933

UEF news

Published by • UNDERWOOD ELLIOTT FISHER COMPANY • New York

F. F. WRIGHT

•

SELLING RETAIL STORES

•

OUR BURLINGTON FACTORY

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NOTABLE SALES OF MONTH

"TRUE LOVES"
She will never *shift* to another!

UEF news

VOL. 1 NO. 2 AUGUST, 1933

Ted Swanson, *Editor*

Family magazine of The Underwood Elliott Fisher Company
Published monthly at 342 Madison Ave., New York, N. Y.

CONTENTS

THE MONTH'S HEADLINES ..... Page 1
F. F. Wright Named General Sales Manager — Eylar Sails — Business Improves — Sales Aid — Fair Adventure

NOW IS THE TIME TO SELL DEPARTMENT STORES 4

LARGEST FOOD MARKET SELECTS SUNDSTRANDS 5

"ROUGHING IT" 6

MAKING OUR RIBBONS AND CARBON PAPER ..... E. W. Curtis, Jr. 7

NOMINATED AS THE MOST INTERESTING SALES OF THE MONTH 8

CANNIBAL GOLD, AND OTHER OVERSEAS NEWS 10

NEWS AND ARTICLES FROM THE FIELD 11
Old Maestro — Northwest — 342 — News Flashes — Exit Competition — Smash-up — The Whole Line — And Many Other Features

TYPEWRITER TALKS ..... J. A. B. Smith 13

UEF SPORTRAITS ..... Abner Dean 15

SEZ YOU 16

Our interesting cover picture this month is a photograph by George Douglas, of Robert I. Nesmith & Associates, New York, and was specially posed for UEF News.

Sez We

LOTS of news this month—and good news too! In fact, there was so much we couldn't find room for it all. But we'll make up for any unavoidable omissions next month by adding extra pages.

First we want to say that it was good news to us that the first issue of *UEF News* was received so enthusiastically by our readers. That is great encouragement to go on making each succeeding issue better and better. And we know that we can do it with the help of our salesmen, associate editors, managers and everybody. Authors make a magazine, and in our case the authors are *you!*

We appreciate that there are heavy demands on your time, but it doesn't take long to jot down an incident or to write up a sale for your branch editor to submit to us. We want to keep the *UEF News* lively and human, a kind of stage on which we can have the fun (and help) of seeing ourselves and our associates in action.

NEXT month we plan to run the first of a series of stories on outstanding typewriter installations. Watch for it. . . . And, speaking of typewriters, J. A. B. Smith starts a monthly column this issue called "Typewriter Talks." It's on Page 13.

OUR apologies to Manager Snow of Chicago! Last month we copied his name off the official directory as E. C. Snow. It should be "F. C." which stands for Forrest Clifton.

SINCE we have the "first word" on this page, it's only fair that our readers should have the last word in our "Sez You Department." Read all about the $5 bills we are going to give away each month for the best letters. The details are on page 16—and then let's hear from you!

The Editor

The Month's Headlines

APPOINTMENT

¶ *F. F. Wright, formerly Pacific District Manager, named General Sales Manager; New job climaxes 35 years of service.*

THE appointment of F. F. Wright, Pacific District Manager as General Sales Manager of the Underwood Elliott Fisher Co., succeeding A. R. King, resigned, climaxes 35 years of service with our organization.

It was in the fall of 1898 that Mr. Wright, then 16 years old, took his first job in the office appliance industry joining the Pittsburgh office of the Elliott Hatch Book Typewriter Co. as "janitor, stenographer, service man and salesman." Vice President Eylar was then the company's sales manager in New York.

Born in Slippery Rock, Butler County, Pa., in 1892, Mr. Wright attended the local country school and then took a commercial course at the nearby West Sunbury Academy. "There were two of us in the class," recalls Mr. Wright, "and one old Blickensderfer typewriter, the only typewriter in town. The 'curriculum' consisted of typewriting and stenography."

First Job

Armed with this knowledge the young man had braved the big city of Pittsburgh, where during 1896 he worked for the D. T. Reed Optical Co. as stenographer and errand boy, and in 1897 for a life insurance company as cashier.

When the Elliott Hatch and the Fisher companies were consolidated in 1903, Mr. Wright was still in Pittsburgh, but now a full-fledged salesman. He was then given charge of all railroad work west of Chicago, specializing in this field until 1905 when he moved to the Pacific Coast as our representative in the Northwest with the Glass & Prudholmme Co., sales agents in Portland, Ore. Two years later he became manager of the G. & P. Company's San Francisco agency and from that time on has made his home in that city.

F. F. Wright, our new General Sales Manager

In 1909 Mr. Wright bought out the San Francisco agency and under the name of F. F. Wright & Co. operated as an Elliott-Fisher dealer until 1914 when he was made District Manager for the Pacific Coast. Except for a brief interlude in 1922-23, Mr. Wright held this position continuously until his recent appointment.

Married in 1911, Mr. Wright is the father of a son, Fred F. Wright, Jr., now a senior at Stanford, and of two daughters, Janet and Julia.

EYLAR SAILS

¶ *Will visit our overseas representatives on extended tour of European countries. Also plans to go to Russia.*

ABOARD the Hamburg-American Liner Albert Ballin as it stood out to sea July 19th, was Vice President M. S. Eylar bound for Southampton and a two to three months tour of European countries, including Soviet Russia.

Mr. Eylar will visit England first and then the continent to discuss mutual problems with many of our representatives abroad and to renew friendly contacts with our efficient overseas organization.

Mr. Eylar's visit to Moscow promises to be of unusual interest, and will be made with the desire to gain a clearer picture of conditions in the Soviet Union, now that recognition of that country by the United States appears a matter of the near future. This will be Mr. Eylar's first visit to Russia since the revolution.

Before leaving the United States, Mr. Eylar took occasion to comment on the appointment of Mr. F. F. Wright as General Sales Manager.

"In the appointment of Mr. Wright," said Mr. Eylar, "I think I have done the greatest thing I could do for the domestic sales organization. Most of the field and general office organization are well acquainted with him personally and those who have not met him, know of the outstanding work he has done as Pacific District Manager. He has been with our company for many years, and knows thoroughly every product we manufacture. But, more important than that, he knows the problems of our salesmen and managers in the field—and, he knows how to solve them."

Asked for a last-minute "gang-plank" word to our organization, Mr. Eylar said earnestly, "I am very proud of our sales force and entire personnel, the members of which not only understand all the objectives of our company, but are so loyal that I feel perfectly free in leaving them for months at a time, knowing that they will carry on as well as if I were here.

"Events in the industrial world are happening so fast and conditions are changing so rapidly, that many things will be accomplished in my absence, and I expect that great progress will be made in the development of our already splendid selling organization."

GOOD NEWS

¶ *UEF sales continue to increase, report for second quarter shows; Some cheerful extracts from Wall Street Journal story.*

UNDERWOOD ELLIOTT FISHER CO. and consolidated subsidiaries report for the quarter ended June 30 a net income of $167,719 after charges, depreciation and federal taxes, equivalent after dividend requirements on 7% preferred stock to 18 cents a share on 666,448 no-par shares of common stock. This compares with net income of $132,383 or 13 cents a share on common in the preceding quarter and net loss of $195,227 in the June quarter last year.

For six months ended June 30 net income was $300,102 after charges and taxes, equal to 31 cents a share on common, comparing with net loss of $145,-687 in the first half of 1932.

These earnings exclude net operating results of wholly owned non-consolidated subsidiary companies.

Underwood Elliott Fisher's business began to improve in April and continued to show greater improvement throughout the quarter. More than half the 18 cents a share earned was from business in the last 30 days of the period.

Not only did domestic business improve; due partly to depreciation of the dollar, there was marked increase in foreign sales. Sales have continued to improve in the first half of July. Some of the larger business houses have begun to place orders comparable with 1929 size of purchases. Replacement business has just begun, the company says, and promises to increase.

Domestic sales for the first half of July are 55% above July, 1932. June sales were 32% above June of last year. Put in terms of 1929 business, the progressive increase in domestic billings for the quarter becomes more apparent. March, 1933, domestic billings were 19.8% of March, 1929; April, 24.5% of April, 1929; May, 29.4%, and June 38.4% of June, 1929.

While domestic sales were 32% greater than in June, 1932, foreign sales in June were 40% greater than in June, 1932, making Underwood's total business about 35% greater. Unbilled orders are now more than twice what they were January 1.

Cash on hand July 1 was more than $4,400,000, compared with $4,076,341 January 1, an increase of more than $325,000 after payment of June dividends.

In June the percentage improvement in accounting machine sales over that of June, 1932, was the greatest for any department; typewriters were second, adding machines third. In July to date the greatest percentage improvement is in adding machines, with accounting machine sales improvement second.—*Wall St. Journal.*

SALES AID

¶ *New educational material provides basic information essential to the successful sale of* 13 *and* 17 *column Sundstrand models.*

SALESMEN, branch managers and district managers authorized to sell the Sundstrand model 13 and 17 Column accounting machines are now in possession of the new educational material covering these machines.

This latest addition to our comprehensive sales training program, is the result of months of preparation by Jas. D. Donovan, Educational Director and Alfred Jensen, Assistant Sales Manager, Accounting Machine Division.

Educational releases on the 13 and 17 column models todate include:

1. *Salesman's Manual*
2. *Specifications For Front And Rear Feed Carriages And Chart For Drafting Forms.* (*Form No.* 2254)
3. *Control Plate Specifications* (*Form No.* 2255)
4. *Composite Keyboard Specifications Chart* (*Form No.* 2256)
5. *Use Of Ruler For Drafting Forms* (*Form No.* 2257)
6. *Standard demonstration forms, with instructions covering Plans* 17.01, 17.02, 13.01 *and* 13.02.

Form 2254, which was developed by Accounting Engineer Fred D. Lehn, is of particular importance. It meets the need for a standard method whereby a salesman may clearly portray all features and specifications necessary for the guidance of the factory in assembling the equipment.

The Salesman's Manual supplies the basic information needed to sell the 13 and 17 column models successfully. It consists of four lessons and four quizzes to be answered and then graded by the manager.

No time should be lost in studying each one of these items. Some of our branch managers are holding a series of sales meetings at which not only they themselves, but all the accounting division salesmen in those branches are simultaneously gaining the immediate benefit which is to be derived from a complete understanding of this essential information.

International News Photo

Again an Underwood figures in the day's news! Here is Ex-Mayor Jimmy Walker "filing" a story on the world economic conference from the press room in the Geological Museum, London.

FAIR ADVENTURE

¶ *The six high school students who won first place out of 5000 entrants in the recent UEF-Scholastic Magazine essay contest, are home again after visiting the World's Fair with their teachers as guests of our company. Andrew Cerruti, Publicity Division, who played host to the group, here gives his own account of what must have been a most delightful time.*—The Editor.

Left to right: Stanley Wright, Fern Harvey, Alexander Karanikas, Marjorie Dempsey, Edith E. Jones, Maybelle Morris, Ruth S. Geddes, Ruth Neymark, Mabel Wicker, Mary B. Starke, Justine Kellner and Mary Fern Kessler. In back: Rosslyn Kessler, Mary Fern's sister who came along for the trip, and Andrew Cerruti.

ON the night of July 16th the six prize-winning high school students and their teachers alighted from Greyhound buses and registered at the La-Salle Hotel.

Young, healthy and intelligent, they were — these prize-winners — excited about the bus journey just ended, but more excited about "doing the Fair" and eager to get started as soon as possible!

The next morning after breakfast, we assembled in the hotel lobby and were met by a Greyhound Line representative who took us by bus to the main entrance of the exposition grounds. He was our guide for three hours, giving us a "high spot" picture of the attractions of the 424 acres of exposition grounds.

Our initial sightseeing tour terminated at the Underwood Elliott Fisher exhibit and the winners and their teachers were greeted by A. E. Tongue and the personnel of the exhibit. Albert Tangora and Barney Stapert gave a marvelous speed typing demonstration which made a great impression. Each student received an autographed speed test as a souvenir and a photograph was taken of the entire party. Then a presentation of the "Progress Show" was staged, especially for us.

First Luncheon

We proceeded next to the picturesque "Belgian Village" where we had luncheon at the Cafe Leopold as guests of Mr. Tongue. Miss M. Stewart, of the Chicago office, played hostess for the day. It was at this luncheon that one of the young ladies asked the waiter if he came from Belgium. "No," he replied, "I'm Pennsylvania Dutch"!

After luncheon, we visited the quaint Belgian shops, walking over cobble stone pavements, and gathered in the village square where a group of "natives" were participating in folk dances. Members of our group who had cameras took some interesting photos. So the afternoon passed, only too quickly, until shortly after dinner, when nearly everyone was willing to "call it a day."

The next morning we met at the UEF exhibit and walked to the old Heidelberg Inn where a delightful German luncheon was served. Miss K. Farrell, from our exhibit, was the day's hostess. At this inn another amusing interlude occurred. Miss Farrell asked the waiter to have the orchestra play the "Student Prince". The waiter didn't seem to understand, so Miss Farrell repeated, "I asked for the Student Prince". The waiter shook his head, "I'm sorry Madam, I don't think he's here today"!

On Wednesday, after breakfast at the hotel, we went on a three-hour, fifty-mile, sight-seeing trip through Chicago, including the Loop, old World's Fair grounds and the great system of parks and boulevards. Miss Stewart was again our hostess for the day.

Later we had luncheon atop the Straus Tower. From this point—30 floors up—we had a magnificent view of the lake front and the Fair.

After lunch we walked to the Art Institute where the greatest single loan exhibition of art ever assembled under one roof in America is being shown. It is estimated that the total value of the collection is $75,000,000.

After dinner at the hotel, we all piled into taxis and went back to the exposition grounds. Here we witnessed the impressive lighting ceremony and our guests saw an already beautiful scene transformed into an awesome, pulse-quickening picture of amazing light and beauty.

Thursday was a day of individual and diversified activity. Some boarded an excursion steamer for a delightful sail to Milwaukee. Others took advantage of the perfect weather and tried out their aquatic prowess in the unfamiliar waters of the lake. Later we met for luncheon at the cool and restful Triangle Restaurant.

On Friday morning I again went with the group to the exposition grounds, first going to the Italian Building to make arrangements for our luncheon. I said to the man in charge, "I am with the Underwood Elliott Fisher party and will be in at 12:30. My name is Cerruti, I'm Irish". "Oh that's alla right", he replied, "it maka no deefarance!"

Last Day

I rejoined the members of the party and we boarded a Greyhound sight-seeing bus for a final tour of the entire grounds from end to end. Then we gathered at the Underwood Elliott Fisher exhibit and with Miss Irene Sexton, hostess for the day, went to the Italian Restaurant. Between smelling the grated cheese and listening to the dreamy music of a guitar and an accordion, everybody seemed to be having a mighty good time.

Our farewell meal was eaten in the English Tap Room of the hotel—our trip to the World's Fair was almost over and each member of the party assured me that the pleasures of the trip had been beyond all expectations. The rest of the evening was devoted to autographing photographs and signing souvenirs. A few of the members returned to the Fair for a final look; others attended a theatre and those who were leaving early, went to their rooms to pack their bags.

On Saturday morning our guests said goodbye and started their homeward journey. Good luck and success to all of you . . . it was a pleasure to be the company's host to a group so congenial and so interested!—*Andrew Cerruti.*

Now is the Time to Sell

DEPARTMENT STORES

and other retail establishments

FOR years Underwood Elliott Fisher products have maintained a position of unquestioned leadership in the retail field, particularly in department stores and similar establishments.

In addition to the great sales advantage resulting from the prestige which has thus been built up, numerous recent product improvements have increased the efficiency and adaptability of our equipment to the accounting requirements of retail stores.

Here then, are two powerful sale arguments to use in going after this class of business—and *now* is the time to swing into action!

Conditions are particularly favorable. Large retail stores, like all other business institutions, during the past few years have been compelled to curtail expenditures for office equipment no matter how badly needed. The familiar result has been the continued use of machinery long past its normal age.

The point has now been reached in many cases where replacements can no longer be put off. At the same time, the marked general improvement in business has changed the "do-nothing, buy-nothing" attitude of many store executives into an active interest in the need for new accounting equipment and the possibilities offered by the latest machinery of doing their work better.

"Every day and every hour counts—*right now*—if we are to make the most of these sales opportunities," Alfred Jensen, Assistant Sales Manager of the Accounting Machine Division emphasizes. "Our many years of experience in selling department stores and other retail stores of the same type, have taught us that this business is somewhat *seasonal* as far as we are concerned. As a general rule, decisions in respect to new accounting equipment are reached by September, so that orders placed can be filled, and installations completed sufficiently in advance of the Christmas rush.

"Executives usually prefer to start installations not later than October 1st, which allows for a full month of machine operation before the end-of-the-year peak season begins.

Success of our salesmen in installing Underwood Elliott Fisher equipment in

Store Executives In Mood To Replace Old Machines Now In Advance Of Rush At End Of Year; UEF Line Has Been Leader In Field For Years

●

retail stores during recent months, and for the most part in a period when conditions were far less favorable than now, are indicated in the representative list of sales on the adjoining page. In addition to the heavy job centering around accounts receivable work, the accounts payable, payrolls, stock records, general ledgers, statistical reports, etc., offer many opportunities.

A large number of the recent improvements made in Underwood Elliott Fisher products are of particular interest to retail stores. Glance over this typical list and refresh your memory. Every item means greater flexibility, greater speed, greater efficiency in the solution of some prospect's problem.

Elliott Fisher Models:

Direct subtraction; double crossfooters; large black figures on white dials; enlarged column tabulator button (Data Sheet No. 511); four decimal-position skip tabulator (512); automatic tabulation (514); combination automatic carriage return and marginal stop (516); crossfooting register shield (517); interchangeable date type (518); combination front scale and column heading holder (519).

Underwood Models:

Selective register feature (105); front feed carriage (106); positional key for decimal tabulator (110); special tally attachment aligning plate (114); automatic dating device (117).

Sundstrand Models:

New 13 and 17-Column Sundstrand Model Accounting Machines.

Dr. Robinson's famous Anti-Summer-Slump Cocktail worked so well last month that now he is prescribing a double dose! Note the ingredients.

Above, checkers and clerks at Harper Brothers' Market.

Note the nine Underwood Sundstrands all ready for action.

Left, exterior of Harper's Market, Hackensack, N. J., showing extensive parking space for shoppers' cars.

They're Buying Now!

DEPARTMENT stores, dry goods stores, etc. are buying accounting equipment now. Among the sales made during the past three months alone are:

Elder & Johnson, Dayton. *W. F. Kolb*
W. M. Whitney & Co., Albany. *G. L. Ryan*
The Pettee Co., Sharon, Mass. *L. F. Volk*
Thos. Quickel Co., Durham, N. C. *N. L. Hackney*
Watts, Sartor Lear Co., Clarksburg, W. Va. *T. C. Carney*
McCrory Stores Corp., New York. *H. D. Jacobs*
City of Paris Dry Goods, San Francisco and The Emporium, Oakland, Cal. *G. J. Longueville*
Levy Brothers, Louisville. *O. Starr*
B. Lowenstein & Bros., Inc., Memphis. *F. A. Lyon*
W. L. Hurley Co., Camden, N. J. *W. A. E. Faeler*
Perkins Timmberlake Co., Witchita Falls, Tex. *Witchita Falls Typewriter Exchange*
J. R. Libby Co., Portland, Me. *P. S. Donovan*
Myers Bros., Springfield, Ill. *J. C. Barrett*
Alfred Leith, Inc., Philadelphia. *D. T. Glackin*
A. E. Starr Co., Zanesville, Ohio. *J. M. Jackson*
Loveman, Joseph & Loeb, Birmingham. *G. C. Atkerson*
Oppenheim, Collins & Co., New York. *G. H. Werner*
The Davis Co., and Maurice L. Rothschild, Chicago. *Youngren*

World's Largest Food Market
selects
UNDERWOOD SUNDSTRAND

IN Hackensack, N. J. stands what is reputed to be the largest market in the world—Harper Brothers' "Super Food Store," running the length of a whole city block and occupying an entire floor with its display of food products and other merchandise.

Handling receipts from the great crowds of shoppers—as many as 20,000 on busy Saturdays—are nine "checkers" operating a battery of nine Underwood Sundstrand Duplex Cash Registers, Model 6200P.

Here as in any self-service food market, speed and accuracy is vital, and this installation from the first day has given proof of the superiority of Underwood Sundstrand equipment for this type of exacting application.

Harper Brothers' market is one of the many cut-price food stores which have sprung up all over the country in the past few years. In addition to its grocery department, it also provides space for concessions handling meats, vegetables, furniture, jewelry, drug items, electric refrigerators, etc. A shoe-repair shop, soda fountain and hat-cleaning establishment is housed under the same roof.

The Underwood Sundstrands are used in the grocery department. Customers assemble the items desired in baskets and then bring them to the checkers at the front of the store. While there is ample room in the market to accommodate the great crowds, all must eventually pass the checkers and

it is at this point therefore, that speed is essential to prevent congestion, and impatience and annoyance on the part of the shoppers.

The checker lists each article on the Sundstrand as it is removed from the basket. A clerk then places each parcel in a large paper bag. When all the articles have been listed, the machine prints a total of the amount due, as well as a total of the number of items. This amount accumulates automatically in B Register, providing a total of the day's receipts.

Each Sundstrand is mounted on top of a specially constructed counter, part of which is a cash drawer made of ordinary lumber. The machine however, is not connected with the cash drawer, which remains open to avoid time lost in opening and closing it. A metal tray, set in the cash drawer, provides the usual coin and bill compartments.

Auditor's Check-Up

A reading from B Register is taken twice a day by the auditor. He then removes the cash tray and the money is counted in the auditing department and checked against the total shown in B register.

Commenting on the Harper Brothers installation, Sales Manager W. F. Arnold of the Adding Machine Division says,

"After a few days, the checkers acquire a remarkable skill and speed in operating the machines and most customers are checked out in less than a minute's time. Underwood Sundstrand Model 6200P will solve this requirement of speed and accuracy for any self-service grocery store. The simplicity of listing small amounts on the keyboard makes this a very rapid and accurate operation. To secure the total there is no key to locate—the operator merely touches the motor bar. When only one item is purchased by the customer, the single item key is depressed in place of the motor bar, saving additional time.

Other Advantages

"The automatic count of the packages which is printed by the machine speeds up the final check as to whether all packages have been listed. The jump total feed is positive and as soon as the total has been printed by the machine, the tape is in position to be torn off.

"There is a very consistent trend in the grocery trade to larger stores and also to self-service stores. Because the listing of articles purchased by customers is essentially an adding machine job, Underwood Sundstrand excels on this work just as it excels on any figure listing job."

Left to right: Fred Lehn, Jim Donovan, Al Jensen and F. A. Robinson.

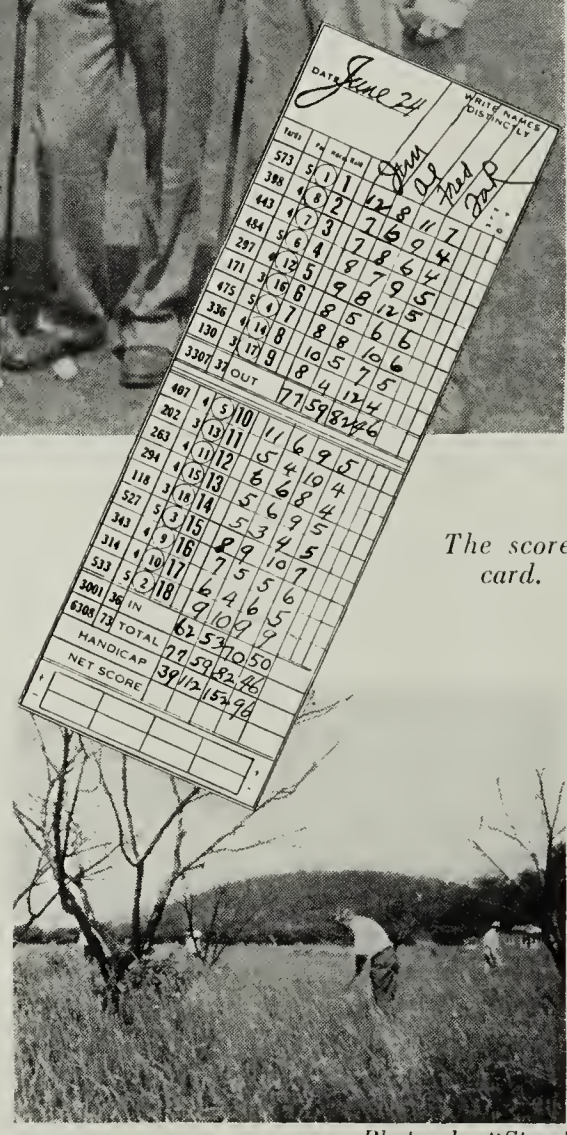
"ROUGHING IT"

Being A Chronicle Of A Golf Game Played In And Out Of The Meadows Adjoining The Rockaway River Country Club

THE "golf game" of the century (and for many centuries to come) was played at the Rockaway River Country Club, Danville, N. J. on Saturday, June 24th.

The participants were: F. A. Robinson, Sales Manager of the Accounting Machine Division; Al Jensen, Assistant Sales Manager, Accounting Machine Division; Jim Donovan, Educational Director and Fred Lehn, Accounting Engineer. Lone spectator and official cameraman was Carol Stevenson, Manager of the Export Division, who heard of the expedition and decided immediately that here was something to be perpetuated for posterity.

The occasion for the outing was the completion after months of hard labor of the new 13 and 17-Column Sundstrand educational and sales material and marked the fulfillment of a mutual agreement that when the various items were finished a "picnic" would be staged by way of celebration.



The score card.

Photos by "Steve"

Time out for "strawberries."

The kick-off was at 2 P. M. and when the final whistle blew it was 7:20 and the shades of night were gathering over the mangled gridiron. Eighteen holes had been "played"; some 346 other holes had been dug and a completely exhausted golf lynx heaved a deep sigh of relief.

"It was a great day for the golf ball manufacturers," commented F. R. A. "I found places on that course I never knew existed, and I have been playing it for 15 years."

Jim Donovan and Fred Lehn, started off 12 up. Confidently (But alas, how rashly!) they committed themselves to a number of bets, among them the following:

(a) Ten cents a hole.

(b) Twenty-five cents that they would make the tenth hole in seven or better.

(c) Ten cents that they would win *a* hole.

(d) Ten cents that they would break 130.

(e) Ten cents that they would win *a* bet.

They didn't!

Lehn, who shot a tidy 152 had no alibis to offer, but admitted that he was a trifle "off form." Donovan came through with a rousing 139; Jensen's card was 112 while the veteran Robinson's score was 96.

The 19th Hole

When, with some surprise, the golfers realized that they had at last played the 18th hole, they betook themselves to the clubhouse. There the climax of the day awaited them, for George, the steward, had done himself proud in the kitchen and now he spread a sumptuous repast (accompanied with adequate refreshments). This was consumed with due gusto and at length, as "the moon came over the mountain" the party reluctantly disbanded. It had been, all agreed, a Perfect Day and one long to be remembered!

Making Our Ribbons AND CARBON PAPER

By E. W. CURTIS, JR.
Sales Manager, Supply Division

Comparatively few in our organization have had an opportunity to visit our factory at Burlington, N. J., exclusively devoted to the manufacture of inked ribbons and carbon paper. To give our readers a clear picture of this important unit of our company—its history, its personnel, the interesting manufacturing processes—a series of articles has been prepared of which this is the first. Others will appear in subsequent issues of the UEF NEWS.—The Editor.

UEF ribbons and carbon paper are manufactured in the large, modern plant of the Neidich Process Co., a division of the Underwood Elliott Fisher Co., located in Burlington, N. J.

The factory is equipped with machinery of the latest design and some of the most important processes are handled on equipment invented by Mr. S. A. Neidich himself, and used in the Burlington plant exclusively. It is this combination of modern production facilities and a skilled personnel with years of experience in the industry, that ensures the superior quality of our ribbons and carbon paper.

Mr. Neidich first started making inked ribbons on a small scale in 1900 in Philadelphia. Three years later the unusual quality of the product had established a steadily growing market and Mr. Neidich branched into the carbon paper field, inventing one of the earliest commercial coating machines to replace the old-fashioned method of hand-coating then used.

In 1904, Mr. Neidich secured the Elliott-Fisher Company's ribbon and carbon business, and retained it until 1929, when the Neidich company was purchased by its 25-year-old customer.

The factory management today consists of:

S. A. Neidich, president.

L. E. Lentz, vice president.

J. W. Davis, vice president and general manager.

S. S. Garwood, works manager.

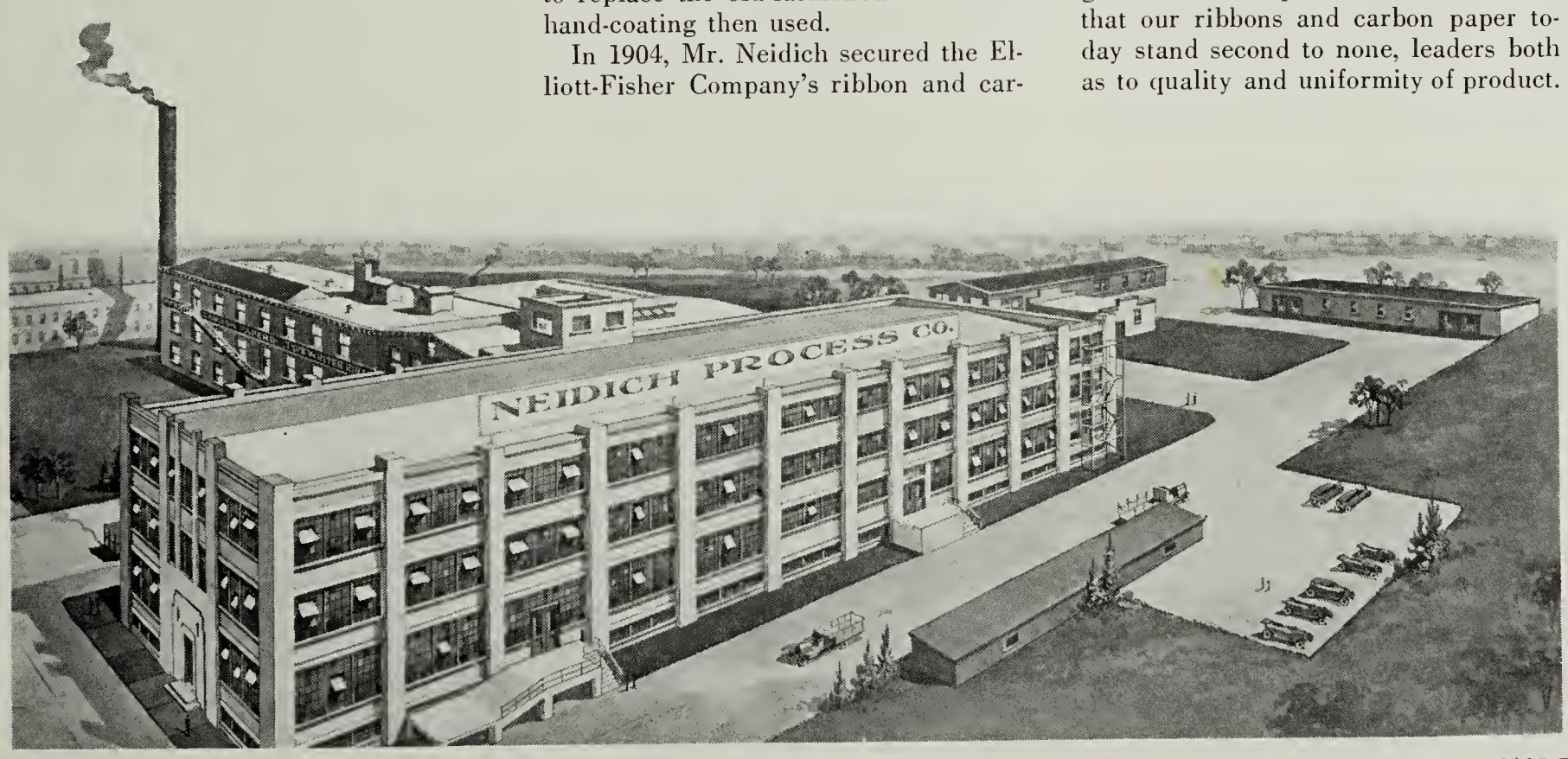
C. S. Duncan, treasurer and E. R. Baines, comptroller of the Underwood Elliott Fisher Company lend their helpful direction to the accounting and financial problems of the Neidich division.

It is interesting to note that the master mechanic who worked with Mr. Neidich in the early days is still on the job, as are many other skilled employes with similarly long records of service.

Office machine manufacturers have always been valued customers of the Neidich company and for many years the firm supplied ribbons for all typewriter and adding machine companies which did not make their own. Since 1912, ribbons for the American Multigraph Company have been made by Neidich.

With 30 years of such experience in the field—marked by continuous progress and development—it is no wonder that our ribbons and carbon paper today stand second to none, leaders both as to quality and uniformity of product.

Where UEF ribbons and carbon paper are made—the modern and spacious factory of the Neidich Process Co., a division of the Underwood Elliott Fisher Company.



Nominated THE MOST

A COMPLAINT that was turned into a sale of 117 Underwood Sundstrands was the recent achievement of Salesman F. W. Springer of New York.

The protest had been made that service charges on previously installed equipment were excessive. Springer prevailed upon the customer to analyze the service bills, with the result that the customer admitted that the charges were more than reasonable.

Springer then pointed out that these bills could be stopped by trading out the old equipment, which had outlived its usefulness. Sold on this idea, the customer then called in competition from four other makes.

By this time, however, Springer had the situation well in hand, and demonstrated without much difficulty that not only did the Sundstrand provide unlimited speed, but was generally superior in respect to efficiency, durability and other features.—*W. E. Zontlein.*

Oklahoma City

A DEMONSTRATION of the new Underwood carbon roll attachment provided the impetus which closed an order for five Underwood Fanfold Machines which had been "hanging fire" for sometime.

Salesman H. E. A. Legh of Oklahoma City several years ago installed Elliott-Fisher equipment in the offices of the Yellow Cab Co. In the course of many subsequent calls, problems of freight billing encountered by a subsidiary firm, the Yellow Transit Co., frequently were discussed, but with no definite action. When the carbon roll attachment was shown however, great interest was aroused and the sale followed.

Says Manager Welch, "Billing machine deals often arise from recommendations of continuous form salesmen. In this case, the machines were purchased first, due to a successful presentation of what the fanfold machine will do, plus the idea of carbon wound on rolls as already successfully demonstrated in practice by the Elliott Fisher equipment used by the same people.—*M. A. Babcock.*

Los Angeles

AN Underwood 4-20 Bookkeeping Machine, two 14-inch Simplex Accounting Machines, and one Model 49203 Sundstrand Bookkeeping Machine were sold recently to the Metropolitan Water District of Southern California by Salesman Dick Shea of Los Angeles.

The Underwood Bookkeeping Machine was the fourth purchased; the Sundstrand the second, while the Simplex machines are being used for check-writing, a job formerly done on typewriters.

Simplicity of operation and durability were deciding factors in the Sundstrand order, which followed three weeks of competitive demonstration against Burroughs, Moon Hopkins and Dalton machines.

New Haven

THAT business is picking up in the copper and brass industry of Waterbury, Conn. and vicinity was evidenced by the sale of seven Underwood Standard typewriters to a large concern by Salesman Colby Fletcher of New Haven.

Up-to-the-minute service, both sales and mechanical, was a deciding factor in securing this order in the face of powerfully entrenched competition. One of the machines, equipped with soundproof cabinet, goes into the President's office; the others are assigned to other executives and important assistants.—*R. A. Howard.*

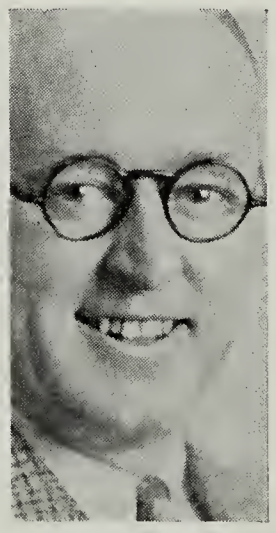
Milwaukee

REIMER & MUELLER of Brookfield, Wisc. were skeptical. They couldn't see where they had any use for the Sundstrand (No. 8020) that Salesman William C. Gamble of Milwaukee was trying to sell them.

He had walked in on cold canvass, and now he was giving them a demonstration. "Interesting, yes, Mr. Gamble, but—!"

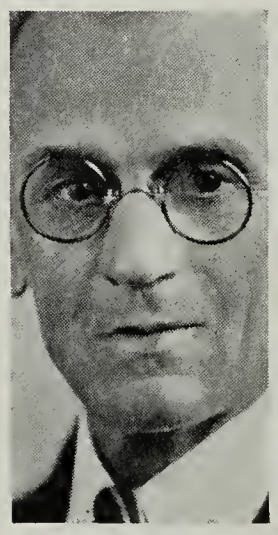
At this point, Salesman Gamble asked permission to go over some of their recent orders. The second one he pulled from the pile contained an error —in favor of the customer! Then and there they signed on the "dotted line." A resourceful bit of salesmanship!

HERE'S LOOKING AT YOU!



C. R. Fleming

H. E. A. Legh



P. R. Mahoney

Chas. Fisher

You May Get A Tip From These Pages—8 Branches Selected These Sales As Being Noteworthy In Some Way, Not Judged By Size Alone—Will Your Branch Be Represented Next Month?

INTERESTING SALES OF THE *month*

Top, F. W. Springer; inset, William Hodgson, Buffalo; circle, Dick Shea, Los Angeles; above Colby Fletcher, New Haven.

Buffalo

ACCESSIBILITY of all Underwood parts for quick and easy cleaning helped close a sale of a 6-14 Underwood KSDT to a Buffalo concern.

Salesman William Hodgson, who located the prospect through canvassing, encountered competition from two makes. Finding the operator somewhat impressed with the glass-enclosed sides of one of the machines, because "dirt couldn't get in," Hodgson proceeded to disillusion her.

Flashing the light from a desk lamp into the machine, he pointed out an accumulation of eraser dust. Then he asked for a brush to clean it out.

The operator didn't have one, but she got the point. "Even if I had a brush," she puzzled, "how could I get at the dirt?"

All that was left for Hodgson to say was, "There you are! On the Underwood the interior of the machine is easily accessible. There are no glass sides to keep the dirt *in!*"—*Jack Tench.*

Cleveland

WHEN Salesman Charley Fish of Cleveland heard that a local coal company was centralizing its accounting, and that outside accountants had been called in on the job, he scented an order.

The accountants at first opposed the idea of a survey, but when the subject of Age Analysis possibilities on Elliott Fisher equipment was brought up, they became interested. This finally proved the deciding factor in the sale of one CAX43AE 8D8D.

An 81-key posting machine was being used on part of the accounting work, and a Remington on retail accounts. The Elliott Fisher application as developed by Salesman Fisher provides for new statement and *open items*, trial balance and Age Analysis at one operation, using a double crossfooter. The balance goes in both crossfooters; Age Analysis clears the right crossfooter and the open items clear the left crossfooter. The open items are blocked off by carbonizing onto the Age Analysis record.

In an attempt to block the sale, one competitor made the mistake of saying that another coal company in the city was dissatisfied with its Elliott Fisher machines. A visit to this customer was promptly arranged and our prospects found an enthusiastic booster, and also a complete installation, including payables and expense distribution in which they became much interested.

The order was finally secured *without* an actual demonstration of the direct subtraction, double crossfooter model—and the 81-key posting machine was traded in on the deal.—*L. L. Curtis.*

Seattle

FORERUNNER of other similar orders is the sale of two Underwood Noiseless Portables, No. 77, equipped with indenting (pinpoint) type to a large Seattle bank by Salesman Jack Fleming.

Competition of check-protecting machines was overcome by the greater versatility of the Underwood, particularly extra protection due to double perforation of amount on check, once in figures and once written out; adaptability of machine for correspondence and other work; standard keyboard; convenience as counter machine.

Our machines will be used on tellers' counters and in branch banks where they will do double duty on correspondence and other work.—*Aurelia Lonseth.*

Portland, Ore.

THE alertness of a Portland, Ore. service man, who spotted a competitor demonstrating a statement machine, put Salesman P. R. Mahoney on the trail of an order for a Model 8142 Sundstrand, which he sold *sight unseen from a photograph!*

Salesman Mahoney emphasized the tabulating carriage and the simplicity of the keyboard on the Sundstrand in clinching the sale. All of which, we would say, is a shining example of cooperation and salesmanship!—*F. G. Aff.*

● *Don't forget—Dr. Robinson's cocktail cures Summer Slump. Take a stiff shot today!*

CANNIBAL GOLD

¶ *Click of Underwoods mingles with rumble of savage drums in gold mining camps of far-off Papua.*

GOLD and headhunters, glittering fortunes and sudden, horrible death —in a land of such contrasts, on what is today still one of the world's wildest frontiers, Underwood typewriters are helping carry on the battle of civilization against savagery.

The scene is Papua, and the Bulolo gold fields in far-off New Guinea, an island north of Australia.

The discovery of gold in the heart of one of the most inaccessible and dangerous jungles on earth was the beginning of the latest thrilling chapter in the great saga of Adventure written by daring men in their quest for the yellow metal through the centuries and in many lands.

The first prospectors, braving death from hurtling spears, starvation and fever—and many of them meeting it—were followed by engineers and builders backed by the resources of far-sighted business men, who built dams, hydro-electric stations and dredges and now carry on large-scale mining operations.

Air Transport

Transportation of equipment weighing tons over arduous jungle trails being impossible, a great air fleet was developed which has already set world's records for freight transport in size of loads and in volume of traffic carried. Thus, only in the past five or six years, time on a prehistoric island has been speeded ahead to the Twentieth Century although the greater part of New Guinea remains primitive jungle, and the native tribes still ornament their huts with human heads, while in some sections cannibalism still flourishes.

Practically all the typewriter equipment used in the gold fields has been sold by our dealers in Sydney, Australia, Stott & Underwood, Ltd.

"I suppose that in no part of the world has it happened that so much modern equipment has been taken to so primitive a country," writes Mr. Sidney Stott, head of the firm.

The government also has been using Underwoods practically exclusively in Papuan posts. "The Storekeeper at one time told me," says Mr. Stott, "that although they had experimented with many makes of machines none would stand up to the extraordinarily difficult conditions like the Underwood.

"We have rebuilt some machines that are as old as 20 years. When they come in to us they are in a most disreputable condition, being covered with mildew and literally have the enamel eaten off. Yet, when they go back, they are far better machines than some new ones being offered in the market today."

Seated, right, Mr. Gaspar Trumpy, our dealer in western Spain and Mr. Jose Sirvent, manager of the Madrid Branch. Standing, left to right: Mr. Jose Navaro, sales manager, Madrid Branch; Mr. Adolph Stocklin, manager of the central office, Madrid, and Mr. Fernando Sirvent, also sales manager, Madrid Branch.

MADRID

¶ *Mr. Gaspar Trumpy's progressive organization advances UEF leadership in Western Spain.*

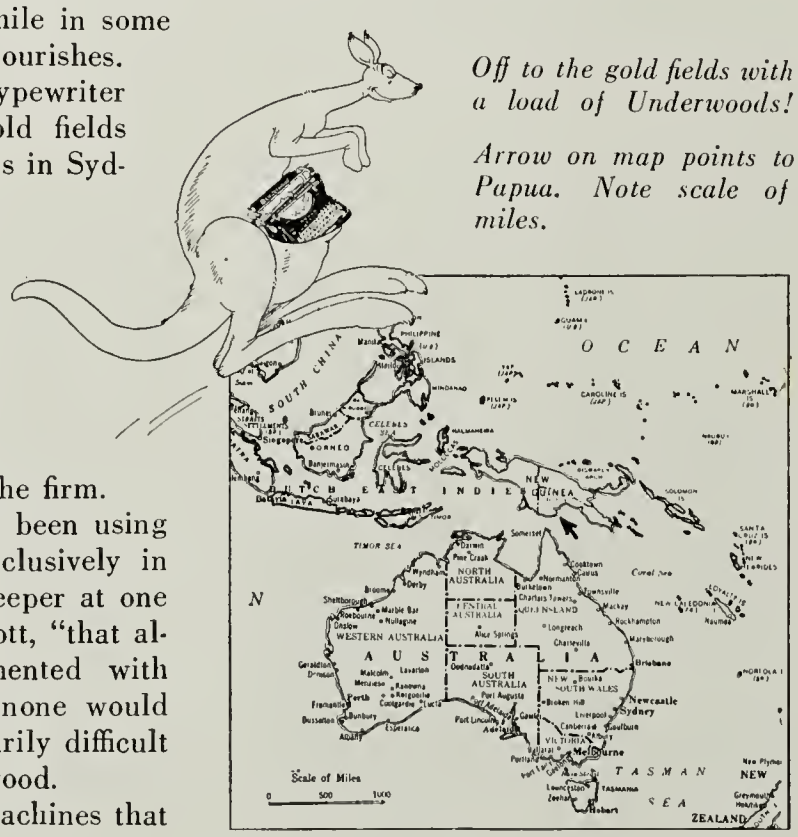
A RECORD of sales that any salesman would envy is that of Mr. Jose Sirvent of Madrid, Spain. In thirty years of selling Underwoods, he has taken orders for nearly 15,000.

Mr. Sirvent is one of the men who form the capable personnel of Mr. Gaspar Trumpy's progressive sales organization, Underwood Elliott Fisher dealers in western Spain.

Organized Jan. 1, 1933 by Mr. Trumpy—for many years a member of the *Compania Mecanografica Guilermo Truniger*, our dealers in eastern Spain —it includes eight branches as well as representation in Spanish Morocco and the Canary Islands. The central office is located in Madrid—the branch in this city being managed by Mr. Sirvent.

"We are probably the youngest child of the Underwood Elliott Fisher family," writes Mr. Trumpy, "but are already defending our place in the Spanish sun. Comparing sales of the first five months with the same period of the two preceding years there is an increase of about 40 percent."

Judging from the splendid beginning made by Mr. Trumpy's organization, we confidently expect that the future will see continued progress and achievement.



Off to the gold fields with a load of Underwoods!

Arrow on map points to Papua. Note scale of miles.

Underwoods Used In Unique Milan Speed Contest

UNDERWOOD typewriters played a prominent part in the widely publicized "Triennale" Art Exhibition held in Milan.

Stenographers from all over Italy took part in the contest and demonstration of stenography and typing conducted under the auspices of the Shorthand Union of Lombardy, which was one of the features of the exhibition.

Special telephone equipment was installed for reception of messages from London and Sweden. The competitors took these messages in shorthand, transcribed them on Underwoods and then distributed copies to the audience. The purpose was to dramatize to the public the utility and speed of stenography and the modern typewriter when applied to journalism.

Dr. Gian Giacomo Roseo, head of Underwood Italiana, Milan, loaned 12 Underwoods for the contest and also awarded an Underwood Portable to the winner, Prof. Dario Ascoli.

NEWS FLASHES

Seattle • Milwaukee • Grand Rapids • Buffalo
Des Moines • Denver • Peoria

SEVEN calls and seven bullseyes—that's the record Jim Warren, our sales agent at Auburn, Wash. set one day recently. He sold five Sundstrands and collected two delinquent accounts. So far there are 127 Sundstrands in Auburn, which has a population of 3163, and no customer has more than three machines.

Good will and satisfaction with the Sundstrand is expressed in this letter from W. R. Fandrey, town clerk of Birmanwood, Wisc.:

"I want to thank the Underwood Elliott Fisher Company personally as town clerk for the time this machine has saved me in figuring up taxes and getting my reports out on time. The town never made a better investment."

SALESMAN H. W. REYNOLDS, formerly working from the Kalamazoo sub-branch has been transferred to Grand Rapids, accounting machine division. D. J. Nightingale will be his successor.

BUFFALO SPORT FLASHES:

George Bowker did some bass fishing along the Canadian shore over the Fourth. He reported catches averaging from two pounds, three inches to 3.2!

The only thing that keeps Bill Barber from being in Walter Hagen's class is his golf.

Ernie Reynolds' bridge game has improved considerably, and he is reported to be trumping fewer of his partners' aces.

THE correspondence of Governor C. L. Herring of Iowa is now being written by Miss Elliott, his secretary on a new 11-inch elite Underwood Noiseless, reports Branch Manager F. A. Bredimus of Des Moines. Thus one more Governor's office is added to the long list of state executives served by Underwoods. Nearly 100 Underwood Noiseless machines are used in the Iowa statehouse.

Manager P. R. Zimmerman of Denver spent his vacation in the Rockies. UEF News hopes to get a picture of the cabin Mr. Zimmerman is reported to have built among the peaks—and at which other Denverites are casting longing eyes as an ideal vacation spot. Ethel Vint, Denver's cashier, vacationed at the Century of Progress.

EIGHT departments of the State of Illinois were sold a varied line of Underwood Standard and Noiseless typewriters during June by Salesman E. W. Swain, Springfield.

Peoria branch gathers for a sales meeting, conducted by Sales Manager W. F. Arnold of the Adding Machine Division. Among those present were: E. W. Swain, J. C. Barrett, George A. Hooley, Arthur Prill, J. B. Green, L. F. Crawley, Diel Muhrs, Harold Lingenfelder, W. H. Calver, R. W. Michael, Sol Wilkinson, J. R. Jackson and Manager Longenecker.

NORTHWEST

¶ *Personnel changes add strength to Portland, Ore. organization; Both agents and salesmen are doing fine job.*

A NUMBER of changes in the set-up of our selling personnel in the Portland, Ore. branch are taking place at this time, which will greatly strengthen our organization.

The Astoria Stationery Co., of which Mr. Peter Cosovich is president and proprietor, has become our sales agent in Astoria and surrounding territory. Mr. Cosovich celebrated by getting an order for an Underwood Sundstrand, Model 101024E, from the Astoria city auditor's office, Astoria.

Don Cruikshank, for a number of years an Underwood employe has joined forces with Bill Stevens, another Underwood veteran, in forming the partnership of Stevens & Cruikshank. They will act as our sales agents in Eugene, Ore. and adjacent counties.

Cooke & Short at Salem are establishing themselves as extremely capable sales agents, *and are selling the full line.*

In Portland, Patrick R. Mahoney, our veteran Sundstrand salesman has been a heavy contributor to the excellent adding machine sales on the board for the month of June.

Frank Aff has just closed a sale to the bureau of public roads for an Elliott Fisher machine, while Bert Torson, prima donna of our municipal typewriter sales force still retains that special genius of his for selling Underwoods!

Charles Peterson, who represents the Typewriter Division on the east side of Portland and in eastern Oregon, has been giving competition a bad case of nerves as a result of his ability not only to secure commercial typewriter business, but also to convince teachers in his territory of the wisdom of specifying Underwoods.—*H. K. Ehrsam.*

Bjarne Erickson at the mike.

Providence Salesman Is Popular Radio Tenor

WHEN accounting machine prospects in Providence, R. I. and thousands of other radio listeners, tune in on Station WEAN at 10:15 Sunday nights they hear the golden voice of Bjarne Erickson, popular Norwegian tenor.

On Monday mornings as likely as not, they meet him in person, because he has joined the Providence branch as accounting machine salesman. Bjarne sings as a sideline and is finding the publicity thus secured a help in his work as a salesman. His program, a WEAN feature since 1932, is expected to go on the Yankee Network, covering all of New England, on Sept. 1.

GOLDEN GATE

¶ *Vacations, Mickey the cat, and sales figure in this month's news from our San Francisco branch.*

MANAGER WILLIAM COFFMAN of San Francisco spent his vacation in Chicago and waypoints, traveling by plane. Another member of the branch also visited the World's Fair during her vacation, Miss Henrietta F. Puncochar, our instructress.

Among the many claims of this branch to exclusiveness and distinction (!) is our cat. Mickey, so F. F. Wright tells us, is the only UEF cat on the Pacific Coast. Mickey operates in the basement and canvasses day and night —for mice.

R. A. Stevens is back in San Francisco from his former post as subbranch manager in Sacramento—having sold the state offices all the machines they need for the time being.

Among our better sales recently are the following:

E. I. Sampson, Santa Rosa—20 Underwoods to public schools.

F. G. Fink & Co., Oakland—fine business from Alameda County.

Max Shaver, San Francisco — Two Model 10140P Underwood Sundstrands to an important concern, in addition to some other excellent business.—*Loyal A. Weitz.*

Detroiters Sport New Cars; Smile Again

TAKING the old bull of depression by the horns, as it were, several of the boys here in Detroit are sporting new cars—but they all feel as though they had "stolen 'em" considering the trade-ins made!

I. B. Altman, for awhile anyway, has solved his tire problem. He is using test tires furnished by one of the rubber companies. Periodically, the tires are checked for wear by the manufacturer. "Now," says I. B. A., "all I need is a gasoline company that wants to test its gasoline!" His mileage runs about 2000 a month.

Assistant Manager Glassford vacationed among the pines and hungry fishes of the Upper Peninsula. On his return he visited the World's Fair.

Service Man Clarence Taylor is going in for another kind of "service" this summer—two weeks at the National Guard camp. Abe LeRoy immortalized the event with a cartoon showing Clarence fully accoutered with everything but the kitchen sink!

Salesmen are often reminded that in making their first call on a prospect they should leave a definite impression that won't be forgotten. The other day, Salesman O. O. Fair, in introducing himself, explained that his name was Fair, as in "fair and warmer." The next day a phone call came in for Mr. Fair Van Warmer!—*I. B. Altmann.*

CUSTOMER KIDNAPED

When you read headlines and the stories in the newspapers a few weeks ago about the kidnaping of William Hamm, Jr., St. Paul brewer's son, you couldn't have guessed how close it came "to home."

Only a few hours before the kidnaping, Salesman Allen Labatt of the Minneapolis office had sold Mr. Hamm an Elliott Fisher machine! Fortunately, Mr. Labatt's customer came to no harm during his unpleasant experience.

"Speeding the world's business."

Mr. and Mrs. G. L. Davis

WEDDING BELLS

Davis-Robinson

GARLAND L. DAVIS, manager of the Sioux City, Ia. sub-branch and Miss Carmen Robinson were married in June at the home of the bride's grandfather, J. A. Gates, in Anderson, Mo.

Mr. Davis has been connected with our company for 20 years, taking his first job with Underwood in the Kansas City office. He was made manager at Sioux City in 1932.

Mrs. Davis was formerly in the New York office and was later transferred to the Kansas City, Mo. branch where she held the position of employment manager and where she met Mr. Davis. She is a niece of W. D. M. Simmons, school sales manager of New York.—*Marion Dennis.*

Shemansky-Tatum

CHARLES SHEMANSKY, shipping clerk in the Detroit branch was married to Miss Mabel J. Tatum, June 3rd. The Detroit office wishes Mr. and Mrs. Shemansky much happiness.

Borgert-Buckley

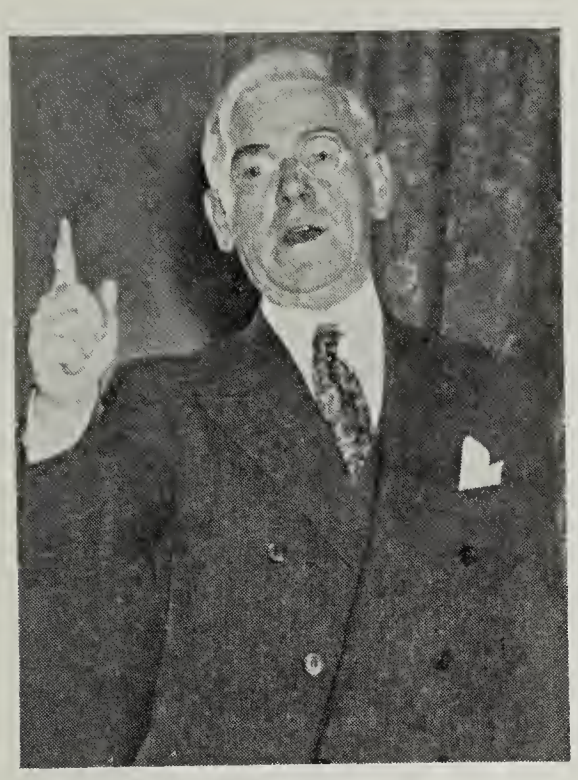
WILLIAM H. BORGERT, adding machine salesman, Seattle, was married June 28th to Miss Florence M. Buckley, formerly of Crookston, Minn.

Walter Sobrato, who recently left the service department to sell Sundstrands, was Bill's best man.

SCOTCH HIGHBALL

WISE: What is the difference between a Scotchman and a coconut?

CRACK: You can get a drink out of a coconut!—*R. W. M.*



Manager Tom McMahon of Albany "in action."

OLD MAESTRO

¶ *Veteran originator of "tear-down demonstration" proves that old stunt still works and gets school order.*

THERE was drama in the meeting of a county school board near Albany when representatives of the various typewriter companies were invited to demonstrate their machines in a competitive battle for a good-sized order.

Into this meeting walked Tom McMahon, for many years manager of the Albany branch and an old master, if there ever was one, at the game of selling Underwoods.

It was Tom McMahon, who long ago devised the famous "tear-down demonstration" which has put many a confident competitor to rout. This is the sensational demonstration where the salesman with a single screw driver, dismantles the machine until only the main frame, finger key levers and escapement remain intact. A line of copy typed on the machine remains in the carriage.

Then the machine is reassembled and the demonstrator writes over the original line. The entire demonstration, completed in anywhere from seven to 12 minutes was dramatic proof of the precision and accuracy of construction of the Underwood.

This demonstration, Tom again brought to his aid, typing six periods on the copy paper at the start, keeping up a running fire of sales talk and then at the whirlwind finish, writing exactly over the dots.

The competitors' demonstrations followed, but the order was already "in the bag" for complete replacement with Underwoods!

SMASH UP

¶ *Snowstorms and wrecked cars are all in the day's work for Salesman Carman of Ogden, Utah.*

SALESMEN in the Salt Lake City branch always get their man! Witness this tale of R. E. Carman of the Ogden "Mounted Patrol."

Somewhere in the wilds of Wyoming lurked a prospect, and Carman started out in his car to get him, late one night. En route he ran into a blinding snowstorm. Did he turn back? No! He stepped on the gas and ran over an embankment, turning over four times with typewriters and adding machines beating about his head!

Finally, in a daze he crawled out of the car to find it almost completely demolished, except for the radio—and himself, fortunately unhurt. So, like a real trooper, Carman tuned in on a dance band and waited for help. Since this harrowing experience, Carman has brought in several good orders from the territory that almost lured him to serious injury.—*F. H. Hall.*

Atlanta Sales Force Grows With Upturn

THIRTEEN salesmen in February and now 30—that's one sign that business is picking up down in the Atlanta branch.

Manager Vance has been devoting much time and energy during the past several months to building up a high-powered sales force adequate to cover the state. Everybody is working together enthusiastically.

C. E. Higdon, for 20 years sub-branch manager in Charleston, S. C. is now sales agent. We are wishing him all success.

H. A. Tippins, appointed sales agent at Savannah, Ga. has already built up an enviable reputation in his 15 years with our company. Orders he has brought in todate in his new capacity are evidence that he is right on the job in his old style.—*Catherine Barton.*

TYPEWRITER TALKS

No. 1. THE SECONDARY MARGINAL LOCK—a distinctive feature of the Model 6 Underwood.

THE tinkle of the bell, as the typewriter carriage moving from right to left nears the selected right margin, signals that the carriage can move seven spaces before it is locked by the Marginal Stop; typewriter practice considers this sufficient warning to complete or hyphenate the word. In actual work, however, the operator miscalculates and finds, after the carriage has reached the Marginal Stop and locked, that extra strokes are necessary. All standard typewriters are therefore equipped with a Marginal Release Key which, when depressed, unlocks the carriage, permitting the word to be finished or properly divided and hyphenated.

There is always, however, the ever-present possibility that the operator will continue to write after the word is finished or hyphenated, and thus produce an uneven and unsightly right margin. To guard against this possibility, the carriage and type bars on the Underwood Standard Model 6 again lock four spaces after the first lock. Thus the Secondary Marginal Lock furnishes a further protection to assist the operator in securing a better and more pleasing right margin.—*J. A. B. Smith.*

Gerold Kolb, Green Bay, Wisc. service man arranged this attractive "graduation" window display. An old phonograph was ingeniously utilized as a turntable on which the Underwood Portable revolved at a speed of one turn a minute. The device was geared to run for eight hours without rewinding.

EXIT COMPETITION

¶ *Salesman Swain standardizes office on check-writing Noiseless machines—sold "sight unseen."*

SIX competitive special typewriters, used for check-writing, were carted out of the State Auditor's office, Springfield, Ill. last month. In their places went Underwood Noiseless machines equipped with Gothic, double case 10-pitch type; check-perforating type in lower case, No. 291 keyboards.

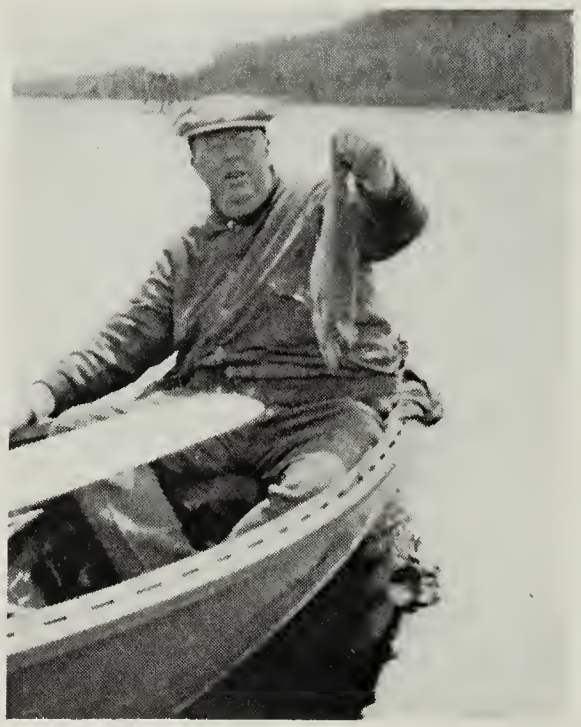
The man behind this sale was Salesman E. W. Swain of the Springfield sub-office, Peoria branch, who overcame several big obstacles before getting the order. In the first place, Mr. Swain had to sell the officials on a different style of type from that to which they were accustomed and which they had come to prefer. In the second place, the order had to be placed without the customer seeing the actual machines to be used in changing their routine from an eight-pitch to a ten-pitch application.

To cap it all, this sale standardizes the entire department on Underwood Noiseless machines!

Licks Obstacles

Speaking of obstacles, Salesman Prill of Peoria, has been successful in overcoming vicious price competition on school business. On one order he secured, although it involved only five machines, there was a difference of 55% in net figures. It takes salesmanship and the right merchandise to swing deals like this consistently—particularly in these penny-pinching times.

We enjoyed and profited from Mr. W. F. Arnold's visit last month and held a well-attended and enthusiastic sales meeting during his stay.—*A. V. Longenecker.*



H. T. McBrien, Boston, proves he can hook fish as well as orders.

Underwood Dealer Wins Publicity With Contest

THE Eaton Office Supply Co., Inc., Underwood dealers in Buffalo, recently staged a ten-week speed contest which brought wide publicity for this progressive and enterprising organization.

The contest was open to all stenographers in Western New York and came to an end with Miss Margaret M. Reinhard of Buffalo winning first place as the fastest and most accurate stenographer—of course, on an Underwood! She received a $25 check, a silver trophy and a metal desk as rewards.

The Buffalo papers carried stories on the contest as well as a photograph of the winner. The *Modern Stationer* also gave considerable space to the contest. —*Jack Tench.*

Underwood Dealer Eaton of Buffalo presents pretty winner of typing contest with her prizes. Mr. Eaton's store secured wide publicity from this enterprising stunt.

"THE WHOLE LINE"

¶ *Los Angeles salesmen are bringing in the business; Seek ball game with San Francisco—and beer!*

THE boys out here in Los Angeles are "selling the whole line" with a number of our salesmen regularly bringing in orders for machines which were formerly their competitors.

Don Bassett, formerly an Elliott Fisher salesman, turned in a nice sale of a 4-14 Underwood Bookkeeping Machine. Don had previously taken in two surplus accounting machines from the company (stock brokers).

R. T. Bishop, also a former Elliott Fisher man, likewise turned in an order for a 4-14 Underwood Bookkeeping Machine, from a hardware company for handling Cash Received and Deposited.

Joe Rodgers, formerly an Underwood bookkeeping machine salesman at Denver, has turned in an order for an Elliott Fisher, CAX43 6Q-6Q from a water company.

These sales are just an indication of the pick-up in business here, which is becoming more and more noticeable. Our June sales were 100% over May.

We have some real baseball fans out here in this sunny "city of the angels." In our first game, the Elliott Fisher men and the Underwood home-run kings played nine innings, with the score 21-13 in favor of the latter. There was a regular epidemic of "Charley Horses" the next day. "Back Stop" Cronin, who *talked* a wonderful game for the EF team, had a particularly bad case in the vicinity of his Adam's Apple! The following week, the sales department team defeated the service men 17-5.

We are hoping that before the summer is over we can send an all-star nine to play San Francisco at some half-way point. We suggest that a barrel of 3.2 be furnished by the losers, i.e. by San Francisco!

The May Supply Sales Contest was won by Mike Hunt, Adding Machine Division, who is now sporting a new straw hat to prove that he brought home the highest percentage of quota. Typewriter Salesman Jack Abell showed the biggest increase in the number of new customers secured.

Our Saturday morning sales meetings in past weeks have been featured by product demonstrations—various salesmen giving the talks. Tony Bedison recently gave us a fine discourse on the Underwood Noiseless. Previous meetings have covered the Underwood Sundstrand Duplex, the Underwood Fanfold and attachments and the Underwood Sundstrand Cash Register.—*Ted Sloat.*

U.S.f. Sportraits

OVERLOOKED

SALESMAN J. D. Harrison of Wilmington drove into Rowland, N. C. (Pop. 2000) one afternoon just in time to see a Royal salesman driving out. But J. D. started out just the same, and pulled door knobs from one end of the town to the other. Results, at 6 P.M.—two standard portables sold and one No. 77, plus several good prospects, one of which he sold a week later!

Toledo Salesmen Sunk In Ball Game

IT was just too bad when the Toledo salesmen and service men decided to play a ball game—too bad, that is, for the salesmen. They "got took" for a 7-3 defeat. "Smokey Joe" Gardner is much "mortified." There have been cracks floating around about "basking in the shade of the old apple tree," etc., but why pick on Joe?

ORDERS

SALES to schools and a bank have featured activities in the Charlotte, N. C., branch lately. J. C. Frierson, manager at Greensboro, sold eleven Model 6 Underwoods to two business colleges against stiff competition. W. E. Griffith Winston-Salem manager sold six to a high school. T. A. Bowdoin, Columbia manager, has installed 32 Underwoods in the Federal Land Bank there.

Down the hatch! Columbus celebrated the close of its two months "Beer Prosperity Drive" with a Saturday luncheon and a sufficiency of the good old brew for all hands!

SEZ YOU

Cash Prize • Paddock • McDowell • Meineck

BEGINNING next month UEF NEWS will award $5.00 monthly for the best selling idea sent to the "Sez You Department" by any salesman or manager—Mr. McDowell's letter this month is an example. Get busy, if you can use five smackers—300 words is the limit! Also remember that this page is yours, for any comments, suggestions, criticism or contributions you care to make. Let's talk things over.—The Editor.

Plugging

Here's something I wrote years ago and it's just as good (or better today):

You're "booting the ball" when you loaf, boys,
('Cause things are coming your way.)
For Commissions keep big,
For the man who will dig,
And "make calls enough" day after day!

To "bat 400" is easy,
You'll find it's never too late.
To pull one more knob,
And sell some "wise slob."
That's "putting one over the plate."

The "hard-boiled egg" in our game, boys,
Is the "dead one" who's loafing each day.
Down the greased shute he'll bump,
With a sick and dull thump.
"Poor feller, I'm sorry," we'll say.

But—the cold fact remains, sure as shoot-in',
You can't deny but it's true—
The "big man" today,
Keeps PLUGGING AWAY;
He's there! 40 Ways! Is it YOU?

M. H. Paddock, Jr.

Mgr., Add. Mach. Div.
New York Branch.

Carry It!

To make a call and hear the usual "not interested" is one thing; to create interest and get on an "easy footing" is a different matter.

Salesman Dancy of our branch has a habit of carrying a Noiseless Portable, a No. 77, with the cover off and a folded letterhead in the machine. Often a stenographer or others want to know what kind of a machine it is and what it will do. He shows them just how the type is pressed into the paper, instead of being hammered; that it is noiseless and why it will remain noiseless. By placing the machine near the operator, with paper inserted it is easy to "get her hands on the machine."

This brief demonstration provides an opportunity to inquire regarding the age and condition of the old machine, to tell them about the new Underwood Noiseless Standard and the latest Model 6, and to suggest that while business is quiet it is a good time to examine these new machines. Naturally this also increases the sale of noiseless portables.

W. R. McDowell.

Branch Manager
Charlotte, N. C.

Man's Work

G. A. Meineck, New York, sends us this one:

It isn't the job we intended to do
Or the labor we've just begun,
That puts us right on the balance sheet.
It's the work we have really done.
Our credit is built upon things we do,
Our debit on things we shirk.
The man who totals the biggest plus
Is the man who completes his work.
Good intentions do not pay our bills;
It is easy enough to plan.
To wish is the play of an office boy,
To do is the work of a man.

Noiseless Campaign Gets Results

CONCENTRATING on Noiseless sales to schools, the Des Moines branch and sub-branches in a short time secured four orders totalling 116 machines. Selling our product on merit, rather than mere price, eliminated objectionable competition.

Salesman H. K. Parsons brought in an order for two double crossfooters the other day from an insurance company. The machines wil be used on Agents Accounts and replace two single crossfooter machines.

E. M. Whitaker has been appointed assistant manager in charge of accounting and adding machine sales in the Des Moines branch. Mr. Whitaker has been with our company for 18 years having been manager of the South Bend branch for ten years.—*H. K. Parsons.*

ECONOMY

INSTALLATION of one Elliott Fisher machine, a CAX43AE 8D 8D, in the offices of a Collinsville, Conn. firm has reduced eight former accounting operations to one.

Salesman E. J. Schoch of Hartford made the sale against a full field of competition. The Elliott Fisher flat platen because it is so well adapted to accommodate several forms at one operation, was the deciding factor.

The set-up calls for double distribution on each line of posting, first according to merchandise, and second according to the office. As the first distribution is made in the usual way from the left crossfooter, the right crossfooter is simultaneously building up posting amounts for the second distribution.

Both Accounts Receivable and a complete Accounts Payable system are handled on the machine.—*Kenneth A. Flanders.*

THEY GATHER THE NEWS .

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*Names of branch managers are given where associate editors have not yet been appointed or announced.

Cooperate with your local editor. Your suggestions and contributions will help to give your branch full representation every month.

TEN NUMERAL KEYS...

you can't have less...you don't need more

PORTABLE ELECTRIC UNDERWOOD SUNDSTRAND

1—Ten numeral keys in logical, common-sense arrangement. 2—All keys under the fingertips of one hand. 3—Column selection is automatic. 4—DIRECT subtraction with credit balance feature. 5—Increased speed ...greater accuracy. 6—*Tap* your figures out exactly as you'd write them.

● Take 4926. Just a number—but let's make an example of it, so you can see for yourself why figuring is easier and faster on the Underwood Sundstrand.

First, the "4". No "forest" of keys here. No deciding which is the right "4" key. There's only one, and your fore-finger is right on it. Down it goes!

Now the "9". That's for the third finger. Then the "2". That's the middle finger. And lastly the "6". Another tap of the third finger and your number's in the machine. 4926 or any other number. As many as you want. Faster than you could write with a pencil. With *printed* totals.

Sounds like a cinch, doesn't it? Well that's exactly what it is! Can *you* see why you should bother with more than 10 numeral keys, with mental column selection and all that, when "touch" figuring on the Underwood Sundstrand is so simple? Of course, you can't. Neither can we. Neither can thousands of people who are saving time, labor and money every day turning figure work into finger work with Underwood Sundstrand equipment.

There never was an Underwood Sundstrand that couldn't pay for itself

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Typewriters · Accounting Machines · Adding Machines

342 MADISON AVENUE, NEW YORK, N. Y.

Sales and Service Everywhere

UNDERWOOD SUNDSTRAND

ADDING AND FIGURING MACHINES

10 NUMERAL KEYS *THAT'S ALL*

Dealer ads like this in trade papers assert Underwood Elliott Fisher leadership and help get business.